AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Previously Presented) A data transmission method comprising the steps of:

broadcasting first data containing television content data and auxiliary data provided for signal processing at a viewer end;

receiving said first data at said viewer end;

performing an operation and outputting an operation signal based on said operation;

performing a first signal processing on said television content data according to software stored in a removable recording medium and said operation signal to output first output content data;

performing a second signal processing using said first output content data and said television content data based on said auxiliary data to generate second output content data; and

outputting the second output content data.

2. (Previously Presented) A data transmission method as set forth in claim 1, wherein

said first data contains said television content data and command data for controlling said second signal processing at the viewer end; and

said second signal processing is performed using first output content data and said television content data based on said command data to generate third output content data at said viewer end.

3. (Previously Presented) A data transmission method as set forth in claim 2, wherein

said first data further contains any data provided for generation of said third output content data at the viewer end; and

said second signal processing is performed using the first output content data and said any data contained in said first data based on a command contained in said first data to generate fourth output content data.

4. (Previously Presented) A data transmission method as set forth in claim 1, wherein said viewer end combines said first output content data and said television content data to generate fifth output content data.

5. (Previously Presented) A data transmission method as set forth in claim 1, wherein

the first output content data at the viewer end contains data of any game character; and

said viewer end replaces video data of a predetermined object contained in said first data with data of the game character of said first output content data to generate sixth output content data.

6. (Previously Presented) A data transmission method as set forth in claim 1, wherein

said first data contains advertisement data as one or both of said television content data and auxiliary data; and

said viewer end combines said first output content data and said advertisement data to generate and output seventh output content data.

7. (Previously Presented) A data transmission method as set forth in claim 6, wherein

said first data contains a plurality of said advertisement data; and

said viewer end selectively combines one or more of any of said plurality of advertisement data with said seventh output content data.

8. (Previously Presented) A data transmission method as set forth in claim 1, further comprising:

transmitting second data from said viewer end to a transmitting end; and

generating second television content data for transmission based on said second data at the transmitting end.

9. (Previously Presented) A data transmission method as set forth in claim 1, wherein

said first data contains command data for controlling said first signal processing at the viewer end,

said first signal processing is controlled at said viewer end based on commands contained in said first data, and

said second output content data is generated based on content data of a result of said controlled first signal processing.

10. (Previously Presented) A data transmission system having a transmitter for broadcasting first data and a plurality of viewer apparatuses for receiving the first data, wherein

said transmitter broadcasts said first data containing television content data and auxiliary data provided for the processing in said viewer apparatuses, and

each viewer apparatus of said viewer apparatuses comprising:

a receiving means for receiving said first data;

an operating means for a viewer to perform an operation and to output an operation signal based on the operation;

a first signal processing means for performing a desired signal processing on said television content data according to software stored in a removable recording medium and said operation signal, said first signal processing means outputting first output content data;

a second signal processing means for performing a predetermined processing on said first output content data and said television content data using said auxiliary data to generate second output content data; and

an outputting means for outputting said second output content data.

11. (Previously Presented) A data transmission system as set forth in claim 10, wherein

said first data contains said television content data and command data for controlling said second signal processing means of said viewer apparatus; and

said second signal processing means of said viewer apparatus performs signal processing based on said command data on said first output content data and said television content data to generate said second output content data.

12. (Previously Presented) A data transmission system as set forth in claim 10, wherein

said each viewer apparatus further includes:

a transmitting means for transmitting desired data to said transmitter; and

said transmitter prepares said television content data for broadcast based on said desired data.

13. (Previously Presented) A data transmission system as set forth in claim 10, wherein

the first output content data includes data of any game character; and

the second signal processing means of said each viewer apparatus replaces video data of a predetermined object contained in said first data with data of said game

character output from said first signal processing means to generate third output content data.

14. (Previously Presented) A data transmission system as set forth in claim 10, wherein

said first data contains advertisement data as one or both of said television content data and auxiliary data; and

said second signal processing means of said viewer apparatus combines first output content data and advertisement data to generate and output fourth output content data.

15. (Previously Presented) A data transmission system as set forth in claim 14, wherein

said first data contains a plurality of advertisement data; and

said second signal processing means of said viewer apparatus selectively combines one or more of any of the plurality of advertisement data with fourth output content data.

16. (Previously Presented) A data transmission system having a transmitter for broadcasting first data and a plurality of viewer apparatuses for receiving the first data, wherein

said transmitter broadcasts said first data containing television content data including video data and command data for controlling viewer apparatuses at a receiver end, and

each viewer apparatus of said viewer apparatuses comprising:

a receiving means for receiving said first data;

a signal processing means for performing desired signal processing on said television content data according to software stored in a removable recording medium and operations of a viewer and outputting processed television content data including video data,

a signal combining means for combining the video data of said television content data with a predetermined region of the video data of the processed television content data output content data containing new video data, and

an outputting means for outputting said created output content data.

17. (Previously Presented) A data transmission system as set forth in claim 16, wherein said television content data contained in said first data is data relating to an advertisement; and

said signal combining means of said viewer apparatus combines video data relating to said advertisement data with a predetermined region of video data of said processed television content data to generate said output content data containing new video data.

18. (Previously Presented) A data transmission system as set forth in claim 17, wherein

said first data contains a plurality of advertisement data; and

said signal combining means of said each viewer apparatus selectively combines one or more of any of said plurality of advertisement data with said output content data.

19. (Previously Presented) An information processing method comprising:

generating, at a transmitting end, television content data, and broadcasting first data containing the television content data and auxiliary data provided for signal processing at a viewer end;

receiving, at the viewer end, said first data, performing a desired first signal processing performed on said television content data based on data stored in a removable recording medium at the viewer end to produce first output content data, processing said first output content data and said television content data contained in said received transmission data by second signal processing using said auxiliary data to generate second output content data, outputting the second output content data, and transmitting data of at least one of said first output content data and said second output content data from said viewer end to the transmitting end; and

performing, at said transmitting end; a desired information processing based on said transmitted first data to generate updated television content data for broadcast.

20. (Previously Presented) An information processing system having a transmitter for broadcasting first data and a plurality of viewer apparatuses for receiving

the first data, wherein

said transmitter including:

a content data creating means for generating television content data,

a first transmitting means for broadcasting said first data

containing said television content data and auxiliary data provided for signal processing on a viewer end, and

an information processing means for performing a desired information processing based on second data transmitted from said viewer apparatuses, said information processing means outputting a processing result,

wherein said content data creating means creates generates said television content data to be broadcasted based on said information processing result,

each viewer apparatus of said plurality of viewer apparatuses has including:

a receiving means for receiving said first data,

a first signal processing means for performing a desired first signal processing on said television content data based on data stored in a removable recording medium, said first signal processing means outputting first output content data,

a second signal processing means for processing the first output content data processing and said television content data using said auxiliary data second output content data,

an outputting means for outputting said second output content data, and a second transmitting means for transmitting at least one of said first output content data and said second output content data.

21. (Canceled)

22. (Previously Presented) A data transmitter including:

a data generating means for generating first data containing television content data and auxiliary data provided for a predetermined signal processing in a viewer apparatus; and

a broadcasting means for broadcasting the first data to a plurality of viewer apparatuses, wherein,

when the viewer apparatus is a predetermined apparatus which performs a desired first signal processing on said television content data in accordance with software stored in a removable recording medium and outputs first output content data, said viewer apparatus:

performs a predetermined second signal processing on first output content data and television content data to produce second output content data, and

outputs second output,

wherein said data generating means generates said first data containing command data for controlling one or both of the first signal processing and second signal processing using said auxiliary data.

23. (Currently Amended) A data transmitter as set forth in claim [[21]] 22, further comprising:

a receiving means for receiving second data transmitted from said plurality of viewer apparatuses; and

a computer means for collecting said second data transmitted from said plurality of viewer apparatuses and performing a desired computation to generate a result,

wherein said data generating means generates said first data based on said second data or said result of said desired computation.

24. (Currently Amended) A data transmitter as set forth in claim [[21]] 22, wherein said data generating means generates said first data containing program data containing video data and information for replacing a predetermined object in said video data with another object.

25. (Currently Amended) A data transmitter as set forth in claim [[21]] 22, wherein said data generating means has one or more advertisement data of a form for viewing combined with any video data as one or both of said television content data and auxiliary data.

26. (Previously Presented) A signal processor for receiving first data containing television content data and predetermined auxiliary data, comprising:

a receiving means for receiving said first data;

a first signal processing means for performing a desired signal processing on said television content data according to software stored in a removable recording medium and operations of a viewer and outputting first output content data containing video data;

a second signal processing means for processing said first output content data and said television content data by predetermined processing using said auxiliary data to generate second output content data; and an

outputting means for outputting said second output content data.

27. (Previously Presented) A signal processor as set forth in claim 26, wherein one or both of said first signal processing means and said second signal processing means controls processing based on command data contained in said auxiliary data of said first data.

28. (Previously Presented) A signal processor as set forth in claim 26, wherein said second signal processing means combines video data of said first output content data with a predetermined region of video data of said television content data to generate third output content data containing new video data.

29. (Previously Presented) A signal processor as set forth in claim 28, wherein

the first output content data includes data of any game characters; and

said second signal processing means replaces video data of a predetermined object contained in first data with the said third output content data to generate fourth output content data.

30. (Previously Presented) A signal processor as set forth in claim 26, wherein said second signal processing means combines video data of said television content

data with a predetermined region of video data of said first output content data to generate fifth output content data.

31. (Previously Presented) A signal processor as set forth in claim 30, wherein said second signal processing means combines said fifth output content data and advertisement data contained in said received transmission first data to generate sixth output content data.

32. (Previously Presented) A signal processor as set forth in claim 31, wherein said second signal processing means combines selectively one or more of any of a plurality of advertisement data contained in said first data with said sixth content data.

33. (Previously Presented) A signal processor as set forth in claim 26, further provided comprising:

a transmitting means for transmitting desired data to a source of transmission of said first data.

34-39. (Canceled)